

Message Text

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46

ACTION AF-06

INFO OCT-01 ISO-00 CIAE-00 EB-07 INR-07 LAB-04 NSAE-00

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FM AMEMBASSY LOURENCO MARQUES

TO SECSTATE WASHDC 4257

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E.O. 11652: N/A

TAGS: BEXP, MZ, US

SUBJECT: US PARTICIPATION IN MOZAMBIQUE INTERNATIONAL TRADE FAIR

1. IN INTERREGNUM BETWEEN CLOSING OF CONGEN AND FORMAL OPENING OF EMBASSY, POST RECEIVED INVITATION FOR US TO PARTICIPATE IN FACIM-76, MOZAMBIQUE'S INTERNATIONAL TRADE FAIR, TO BE HELD 28 AUG TO 12 SEP 76 IN PERMANENT FACILITIES IN LOURENCO MARQUES. SINCE WE HAVE BEEN OPEN EMBASSY HAS RECEIVED SECOND INVITATION.

2. LETTER DATED 10 OCT 75 STATED, "WE PROPOSE THE PARTICIPATION OF THE UNITED STATES OF AMERICA IN FACIM-76 IN A PAVILLION ALREADY BUILT BY US, AT A RENTAL FEE OF US\$30.00 PER SQUARE METER."

3. FACIM-75, HELD AUG 30- SEP 14, 75 (THE FIRST SINCE INDEPENDENCE) HAD THE FOLLOWING PARTICIPATION:

DIRECT EXHIBITS:

LOCAL COMMERCE AND INDUSTRY-192

MOZAMBIQUE GOVERNMENT ENTITIES-11

COUNTRIES OFFICIALLY PARTICIPATING-16

LIVESTOCK EXHIBITORS-20

INDIRECT EXHIBITORS:

COMMERCE:INDUSTRY-576

INTERNATIONAL-230

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COUNTRIES PARTICIPATING INCLUDED ALGERIA, ANGOLA (MPLA ONLY),

FEDERAL REPUBLIC OF GERMANY, GHANA, GREAT BRITAIN, ITALY, MALAWI, NIGERIA, PAKISTAN, PORTUGUAL, ROMANIA, SWAZILAND, TANZANIA, USSR, YUGOSLAVIA, ZAMBIA. FAIR WAS VISITED BY 189,000.

4. DURING PORTUGUESE ERA FACIM WAS SMALL BUT WELL ATTENDED INTERNATIONAL TRADE FAIR PRESENTING SOME SALES OPPORTUNITIES IN FIELDS OF AGRICULTURE AND FISHERIES. FACIM-75, THE FIRST TO BE HELD UNDER PGRM AEGIS, WAS MORE OF A CULTURAL EVENT AND PROPAGANDA EXHIBITION THAN A TRADE FAIR.

MOST OF THE COMMERCIAL OR SALES ORIENTED EXHIBITS WERE PRESENTED BY LOCAL FIRMS REPRESENTING LOCAL MANUFACTURING OR AS AGENTS FOR FOREIGN EXPORTERS. ONLY A FEW OF THE COUNTRIES, SUCH AS NIGERIA, SWAZILAND, AND GERMANY PRESENTED TRADE-ORIENTED EXHIBITS. MOST OF THE SOCIALIST COUNTRIES' EXHIBITS CONSISTED OF PHOTOGRAPHS OF INDUSTRIAL PLANTS AND CITIES, AND PHOTS OF THE HEADS OF STATE MEETING VARIOUS FRELIMO LEADERS. THESE PHOTOGRAPHS WERE INTERSPERSED WITH SLOGANS ATTESTING TO THE GREAT SOCIALIST SOLIDARITY WITH MOZAMBIQUE, AND PROCLAIMING INTERNATIONAL SOCIALISM AS THE ONLY WAY TO ATTAIN ECONOMIC PROSPERITY.

5. DESPITE CHANGED NATURE OF FACIM-75, POST FEELS THAT LIMITED PARTICIPATION IN FACIM--76 MIGHT BE BENEFICIAL IN ACHIEVEMENT OF SOME US POLICY OBJECTIVES IN MOZAMBIQUE, NAMELY PROVIDING CONTINUED ACCESS AND EXPOSURE OF US MANUFACTURED GOODS TO MOZAMBIQUE COMMERCIAL MARKET AND PROMOTING FAVORABLE IMAGE OF THE US AMONG POPULATION AND POLITICAL LEADERSHIP.

6 EMBASSY FEELS THAT USG, IF TIME CONSTRATINTS PERMIT, SHOULD PARTICIPATE WIT SMALL CULTURAL INDUSTRIAL EXHIBITION RELEVANT TO MOZAMBIQUE. EXHIBITION COULD FEATURE STILL AMD MOTION PICTURE EXHBITIONS OF AGRICULTURAL LIFE, EQUIPMENT AND DEVELOPMENTS IN THE US, FISHING EQUIPMENT, AS WELL AS GENERAL INFORMATION ON ASPECTS OF AMERICAN LIFE PRESENTED IN PHOTOS, SLIDES AND FILMS. US PAVILLION WOULD ALSO GIVE AWAY FREE MANUFACTURER'S BROACHURES AND PAMPHLETS ON MAJOR LINES OF AMERICAN AGRICULTURAL AND FISHING EQUIPMENT.

7. LIMITED COSTS AND SUPPORT FOR EXHIBITION COUDL BE BORNE BY COMMERCE AND USIA.

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8. PARTICIPATION IN FACIM-76 WITH SMALL EXHITITION OF TYPE DESCRIBED WOULD NOT OVERBURDEN EMBASSY STAFF. LOCAL EMBASSY COMMERCIAL EMPLOYEES AND WIVES OF EMBOFFS COULD WITH GUIDANCE FROM COMMERCIAL OFFICER MAN SMALL AND UNCOMPLEX EXHIBIT. DESIGN

OF US EXHIBITION COULD BE PREPARED HERE AND SUPERVISED BY EMBOFFS.

9. POST RECOGNIZES DIFFICULTIES SHORT NOTICE IMPOSSES ON

USIA AND COMMERCE DEPT, BUT STILL FEELS SOME SORT OF USG
PARTICIPATION IN FACIM--76 MAY BE BENEFICIAL IN MANIFESTING SIGN OF
GOOD WILL TO NEW GOVERNMENT (IMPORTANT TO GPRM), PROMOTING
POSITIVE ATTITUDE TOWARD US AND PROMOTING SALE OF SOME COM-
MERCIAL PRODUCTS.
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